

**BUSINESS PLAN  
FORT MONMOUTH GEAR TO GO  
FY 2003**

## **EXECUTIVE SUMMARY**

Gear To Go ushers in 2003 with a major realignment of services and programs to adapt to the Recreation Delivery System (RDS). The Recreational Vehicle Storage Resale Lot operations, which became functional in June 1998, has provided additional resources and services for eligible patrons.

The equipment issues center is the primary occupant of Building 801, but shares space with the Physical Fitness Center storage, and RDS Operations Team Leader office. The building is undergoing a major face life with a new entrance way towards the commissary parking lot. Additionally, the issue center controls use of rental vehicle storage area and a 13' x 24' storage shed. The Recreational Vehicle Storage Lot and 12 "For Sales" spaces are also managed from here as well as 196 garden plots and 5 picnic areas.

## **PRESENT SITUATION**

Equipment issue facility still shows seasonal "peaks and valleys." Ski rentals are very labor intensive, however, RDS reorganization has had a positive impact on maintenance at Gear To Go. Summer Season continues to show growth, however, winter season is heavily dependent on actual and perceived weather conditional both for at the primary skiing areas as well as the local area, accounting for a mediocre year for ski rental. Gear To Go with their pro shop has helped with seasonal definition and is having a positive impact on customer awareness.

The Recreational Vehicle Storage and Vehicle Sales Lot was officially turned over in June 1998.

## **PROGRAMS**

The RDS Program Team will initiate Gear To Go programming efforts in FY2003.

## **GOALS AND OBJECTIVES**

**Goal:** To provide quality customer service during FY 03.

**Objectives:**

1. Train at least 90% of facility technicians and operators in customer service by end of 3<sup>rd</sup> quarter FY 03.
2. Ensure 100% compliance of personal standards are met pertaining to customer service.

**Goal:** To maintain a quality facility that enhances Gear To Go programs.

**Objectives:**

1. Develop a plan to replace damaged, broken or obsolete equipment by end of 2<sup>nd</sup> quarter FY03.
2. Ensure at least 95% of all equipment in facility is operational at any given time.
3. Ensure daily cleanliness of the facility.

**Goal:** To achieve 2% patronage/participation increase by end of FY 03.

**Objectives:**

1. Host no less than two (2) new customer driven programs semiannually, in coordination with the RDS Program Team.
2. Coordinate information dissemination for services and programs through the RDS Marketing Office at least one month prior to program.
3. Maintain utilization and customer information database through use of the RecTrac system with 90% accuracy and reviewed quarterly for changes in information.

**Goal:** To provide skilled job related training to the facility staff based on Individual Development Plans, which are updated on a yearly basis.

**Objectives:**

1. Research specific training that is needed to provide professional service to patrons with no less than five specific opportunities per year.
2. All personnel must attend planned and scheduled training and provide evidence of compliance with no less than one excused absence.

## **MARKETING ANALYSIS/MARKETING STRATEGY**

Patrons consist of Military and DOD Civilian workers of Fort Monmouth, Military and Civilian retirees in the area; Reserve and national Guard members; Naval Weapons Station Earle Personnel residing in Fort Monmouth housing as well as non-attached Military members and their families from as far away as Long Island.

Morale, Welfare, and Recreation (MWR) Marketing Division's Marketing Research Study showed an overall customer satisfaction with Gear To Go programs and equipment. Negatives were reported for the age of some equipment and lack of awareness by Fort Monmouth civilians that the facilities are open to them. The Marketing Division of MWR has been extremely helpful in promoting our activities and programs and assisting with poster/flyer design, sponsorship and general advertising.

Gear To Go treats all customers fairly, courteously, and with a positive attitude. Our customers are encourage to tour our facilities, to personally see all our equipment and our maintenance areas. We are proud of our maintenance areas and expertise.

## **FINANCIAL PROJECTIONS**

Financial projection for FY2003 NIBD \$49,699 which is 32% lower than the last 12 months due to having reserves renting our campers which increase our revenue during that time, at the present time we don't know if that will happen again in 2003 and will not know until mid year.

## **SUMMARY AND CONCLUSION**

The Fort Monmouth community make-up has changed and is continuing to change. As troop units have departed additional civilian positions have been acquired. Gear To Go will change to meet the changing demand for both equipment and programs.